



WORLD ASTHMA DAY

# Asthma Awareness Month

## Event Planning Kit

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Dear Asthma Awareness Month Partner:

Asthma has reached epidemic proportions in the United States, affecting approximately 20 million people of all ages and races, particularly children. Despite the fact that asthma is widespread, public awareness of common asthma triggers and ways to manage asthma remains limited. Asthma Awareness Month provides a great opportunity for us all to work together to increase public awareness of asthma.

In 1999, the Global Initiative for Asthma, a joint project of the World Health Organization and the National Heart, Lung, and Blood Institute at the National Institutes of Health, established World Asthma Day and Asthma Awareness Month. Organizations working to improve asthma awareness and care around the world coordinate their activities throughout Asthma Awareness Month to increase public awareness of the asthma epidemic. The U.S. Environmental Protection Agency (EPA) plays a special role in Asthma Awareness Month activities and World Asthma Day events because of our commitment to promoting awareness of indoor and outdoor pollutants that trigger asthma episodes.

To encourage organizations in the U.S. to coordinate local events during Asthma Awareness Month, the EPA developed this Event Planning Kit. In the Kit, you will find many ideas for planning asthma events in schools, hospitals, libraries, state capitol buildings, or other community settings. You will also find a sample proclamation and press release, local and regional contact lists, and a form for ordering educational and promotional materials to use at your events. The Kit is also available on EPA's Web site at [www.epa.gov/asthma/awm.html](http://www.epa.gov/asthma/awm.html)

Hopefully, thousands of asthma awareness events will take place across the United States this May. To help publicize those events, please take a few minutes to fill out and return the enclosed form so that EPA can advertise your event on our Web site. In addition, we value your feedback on the usefulness of the enclosed materials and welcome any suggestions for future materials. Please let us know what you think we can do to promote asthma awareness in the United States.

On behalf of EPA, I would like to thank you for sponsoring an asthma education activity in your local community in support of World Asthma Day and Asthma Awareness Month. We look forward to assisting you with planning your asthma education events. Working together, we can help families take control of asthma.

Sincerely,

Tracey Mitchell, RRT  
Asthma Awareness Month Coordinator  
U.S. Environmental Protection Agency



Asthma  
Awareness  
Month